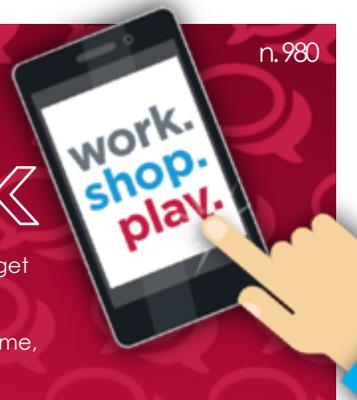


Four on Food & Drink

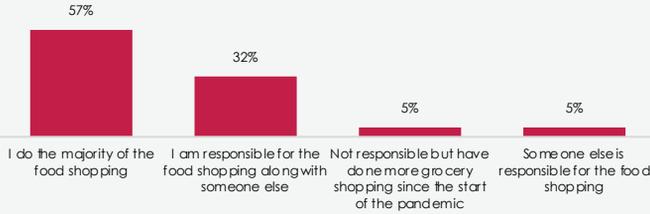


In **November 2020**, we gave our community of Urbanites across the Island of Ireland something to get their teeth into! 2020 has brought about many changes to our lives. And those changes have impacted our grocery shopping habits, our food prepping and our enjoyment of food and drink. This survey breaks down the area of food and drink into 4 areas from grocery shopping, food at home, emerging trends and Christmas. Here's a snapshot of what our Urbanites told us...



Household Grocery Responsibility

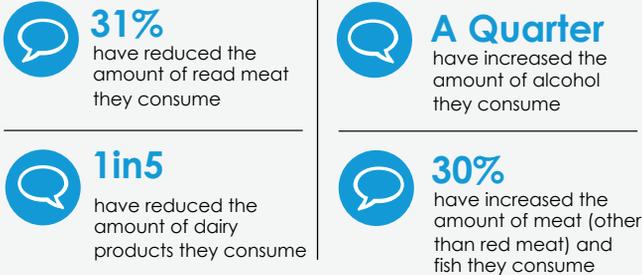
9 in 10 are in some way responsible for their households grocery shopping – either solely or shared with someone else



Pandemic Shopping Patterns



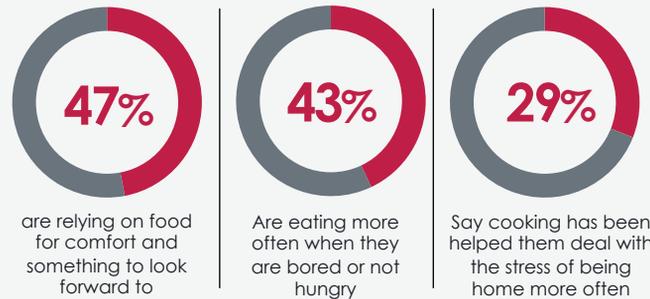
Yearly Changing Food & Drink Habits



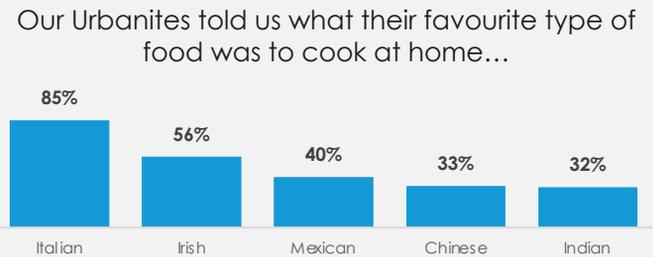
Scratch Cooking Surge



Comfort Food



Favourite Scratch Cooking Cuisine



SNEAKY SNACKERS

37% Admitted to hiding the 'good' snacks and keeping them for themselves!

FANS OF A FLEXITARIAN DIET

20% Have adopted a flexitarian approach to their diet to reduce the amount of red meat they consume

LAST (MINUTE) CHRISTMAS

34% Are leaving Christmas grocery shopping until later to avoid wasting money due to changing restrictions